managers speak out on sustainability
how CSR is changing business

THE CHANGE DOMINOES ARE STARTING TO FALL...!

New global research reveals that CSR is triggering a strategic transformation in companies.

A unique new study presents the voices of senior and middle managers working for leading corporations around the world. Half have CSR roles, half not. They tell us what has changed in corporate sustainability over the last 5 years - and what they have to say will surprise you.

Many of these voices belong to ‘impact pioneers’ – innovative managers with a vision, who challenge top executives to embrace sustainability and integrate CSR, beyond compliance and brand image. They inspire us with real-life solutions, actions and innovations. Their combination of optimism and pragmatism points the way ahead for establishing truly sustainable and responsible business.

The report comes in two parts:

• Part 1 offers key insights in 5 chapters: RAISING THE BAR ON CSR, PACE AND FOCUS OF CHANGE, CREATING POSITIVE IMPACTS, MANAGERS’ ROLE IN CHANGE, OVERCOMING BARRIERS TO CHANGE.

• Part 2 sets out the detailed findings - with extensive verbatim responses and analyses drawn from the full database.

Special offer to the first 10 corporate purchasers of the report: a tailor-made exclusive webinar with our research team.

For details visit www.is-CSR-changing-business.com
“is csr changing business?”

Their Answer...

85%
“CSR has changed the way I do my job today”

60%
“Human rights and ethics are more my job than 5 years ago”

60%
“Top Execs don’t get it...”

69%
“Business Case for CSR clearer at my company today than 5 years ago”

75%
“Change should come from everywhere, everyone should own CSR”

69%
“CSR is primarily about impacts, Business models and Transformation

➢ “Too many Top Executives just don’t get CSR or sustainability” (Let’s help them defeat short-termism and silos!)

➢ “Business opportunity is out there for companies who innovate for positive impact” (Much more fun than compliance and cost-reduction!)

➢ “CSR means innovation, stakeholder value, even competitive advantage” (“Green teams’ and awareness-building are nice, but not enough!)

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